



COLRUYTGROUP
Academy



Media

Technical specifications



Table of content

- Website
- Mailings
- Social
- Magazine
- Academies
- Campaign & thematic package
- Funnel package

01

Website

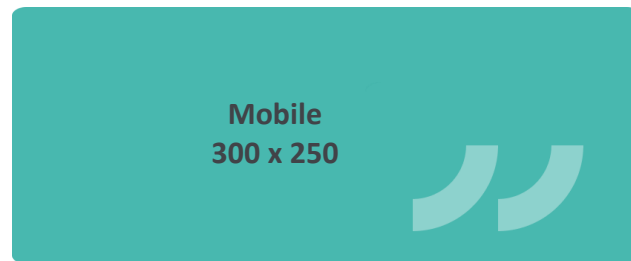
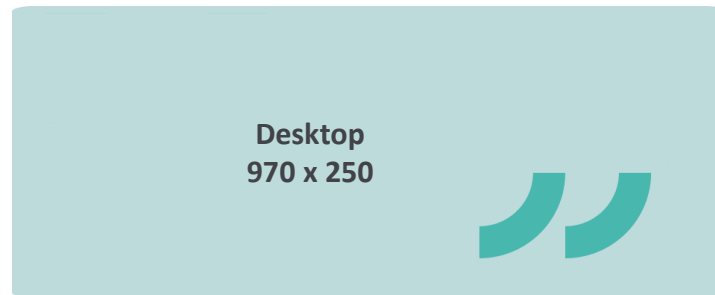
Bannering

Content article

Content display

Top Banner Content Platform

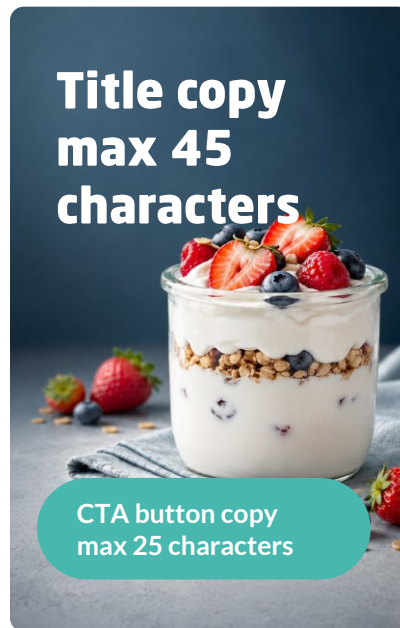
- **Desktop:** 970 x 250 pixels, above the fold
- **Mobile:** 300 x 250 pixels, above the fold
- **Delivery of visual assets in both languages separately**
- **Delivery of URL**
 - Redirection possible to pages within or outside the Colruyt Group platform
- **Deadline:** 1 month before the live date



Banner tile

Content Platform

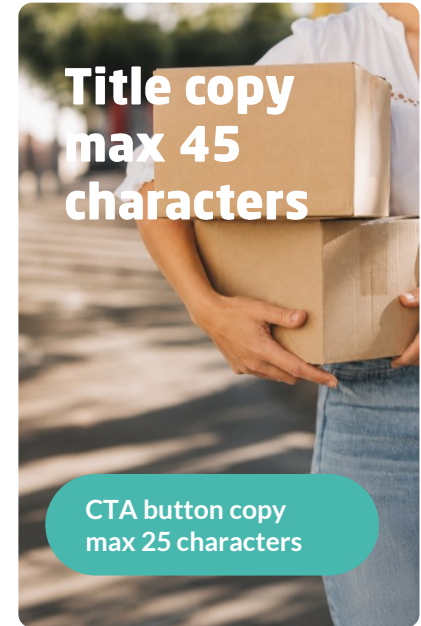
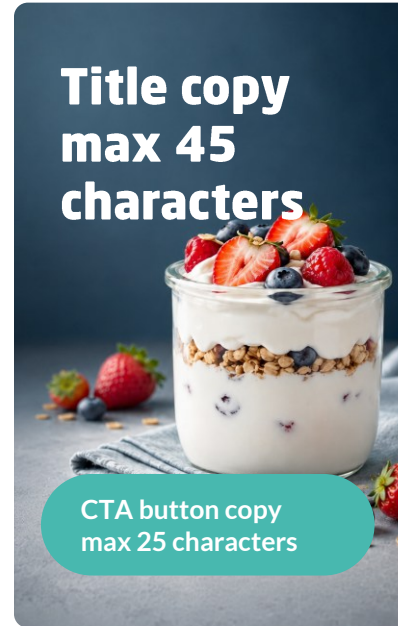
- **Background image (no text on the image):** 510 x 842 pixels
 - Automatic rescaling to mobile
- **Title copy:** max 45 characters
- **CTA button copy:** max 30 characters
 - optimal max. 15 characters
- **Delivery of URL**
 - Redirection possible to pages within or outside the Colruyt Group platform
- **Deadline:** 1 month before the live date



Banner tile

Offer

- **Background image (no text on the image):** 510 x 842 pixels
 - Automatic rescaling to mobile
- **Title copy:** max 45 characters
- **CTA button copy:** max 30 characters
 - optimal max. 15 characters
- **Delivery of URL**
 - Redirection possible to pages within or outside the Colruyt Group platform
- **Deadline:** 1 month before the live date



Content Article

Content tile (in the blog overview) in both languages separately :

Title

- Max. 56 characters (including spaces)
- This is the same as the blog article title
- Choose a title that grabs attention

Short description

- Max. 110 characters (including spaces) – summarize the article in 1 or 2 sentences
- Briefly describe what the reader will gain from the article

Blog article in both languages separately :

Title

- Max. 56 characters (including spaces)
- Choose a compelling title that addresses a problem and offers an answer

Intro

- Max. 250 characters (including spaces)
- Introduce what the reader can expect to learn or discover
- This determines whether the reader continues reading

Images:

- Desktop banner: 1920 x 500
- Mobile banner: 1000 x 620
- Content tile image: 750 x 480
- Image in the blog: 750 x 480

URL

- Link to the destination page

Body text (content):

- ± 2,000 characters (including spaces)
- Tips & tricks – stories – answer to a question
- Combination of background/context (explaining the why) with practical tips & tricks (e.g. “x tips to...”)
Written in an engaging, activating, and motivating tone
- Divide into approx. 3 paragraphs with subheadings so the text is easy to scan and encourages further reading

Body text (recipe):

- Preference for healthier recipes
- ± 2,000 characters (including spaces)
- Extra required materials for recipe:
 - Recipe image(s)
 - Ingredients list
 - Step-by-step instructions
 - Number of servings + cooking time



02

Mailings

Bannering

Traffic Content Article

Exclusive discounts

Banner Mailing

- **Desktop & mobile:** 963 x 246 pixels, above the fold
- **Delivery of visual assets in both languages separately**
- **CTA copy:** max 25 karakters
- **Delivery of URL**
 - Redirection possible to pages within or outside the Colruyt Group platform
- **Deadline:** 1 month before the live date



Insert productblok

- **Delivery of packshot product**
- **Copy:**
 - Title: max 36 characters** (including spaces) in both languages separately
 - Body: max 130 characters** (including spaces) in both languages separately
- **Delivery of URL**
 - Redirection possible to pages within or outside the Colruyt Group platform
- **Deadline:** 1 month before the live date



Exclusive discount Season

Content tile (in the mailing overview) in both languages separately :

- **Delivery of packshot product or image**
 - Content tile image: 750 x 480
- **Discount copy:** Max. 36 characters (including spaces)

Landingspage in both languages separately :

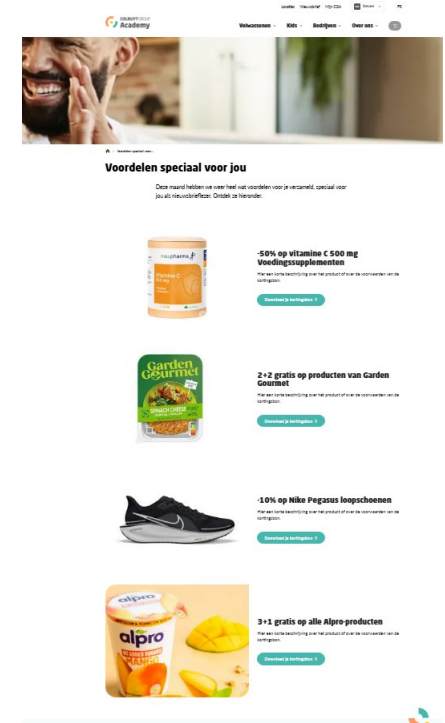
- **Extra copy next to the discount copy:** max 160 characters
- **A6 PDF format with All technical, legal, and operational information and valid barcode or code**
 - Partners are free to define their own terms and conditions
- **Deadline:** 1 month before the live date



- 50% op Vitamine C 500mg
Voedingssupplementen

[Naar je voordeel >](#)

[Ontdek alle voordelen](#)



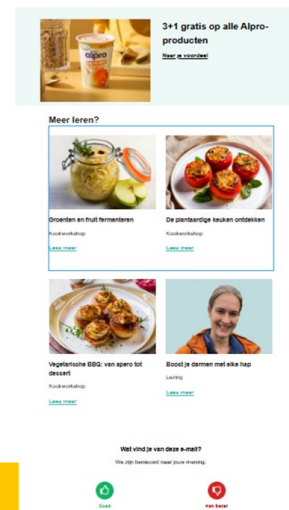
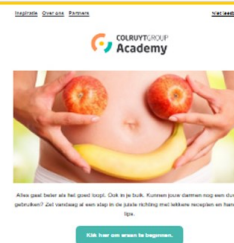
Exclusive discount Campaign

Content tile (in the mailing overview) in both languages separately :

- **Delivery of packshot product or image**
 - Content tile image: 750 x 480
- **Discount copy:** Max. 36 characters (including spaces)

Landingspage in both languages separately :

- **Extra copy next to the discount copy:** Max. 160 characters
- **A6 PDF format with All technical, legal, and operational information and valid barcode or code**
 - Partners are free to define their own terms and conditions
- **Deadline:** 1 month before the live date



03

Social media

Learn post

Try post

Inspire post

Learn post

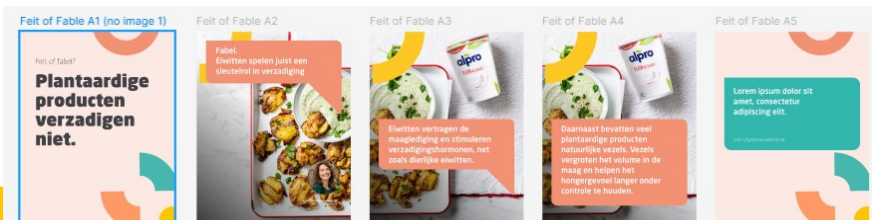
Format & Structure

- **Number of visuals:** the format consists of a minimum of 3 and a maximum of 5 visuals
- **Each slide has a fixed role:**
 - A1: Statement / Fact-or-Myth question
 - A2: Explanation (fact or myth)
 - A3 (optional A4): Further explanation + partner integration (product and/or lifestyle image + message)
 - A5 (if applicable): Closing / Call to Action / branding

Visuals

- For visuals 1 to 3 or 4, supporting visuals related to the topic must be supplied. One visual may continue across multiple slides to create a sense of flow.
- Resolution: minimum 150 dpi

Deadline: 2 months before live



Imagery

- Backgrounds: lifestyle imagery, possibly showing the product in use
- Products: pure packshots; integration only within a circular frame
- Usage rights: images must be royalty-free or provided with clear usage rights
- No text on images

Text & Content

- Text must be delivered as editable copy (Word document or email)
- Length guidelines:
 - Headlines: max. 45 characters
 - Body copy per visual: max. 230 characters

Tone of voice

- Informative and accessible
- Non-medical / non-diagnostic
- Positive

Partner Integration Options

- The topic aligns with the monthly theme, or
- An expert or testimonial from xxx is featured, or
- A reference to a product that supports the tip or message, or
- Product integration:
 - Subtle and visually balanced
 - Background integration: product shown in use within a warm setting
 - Product shot: displayed only within a circular frame

Try post

Format & Structure

Video Format

- Recording of kitchen hacks that make everyday life easier for the viewer
- No full recipes
- Fixed on-screen CGA host

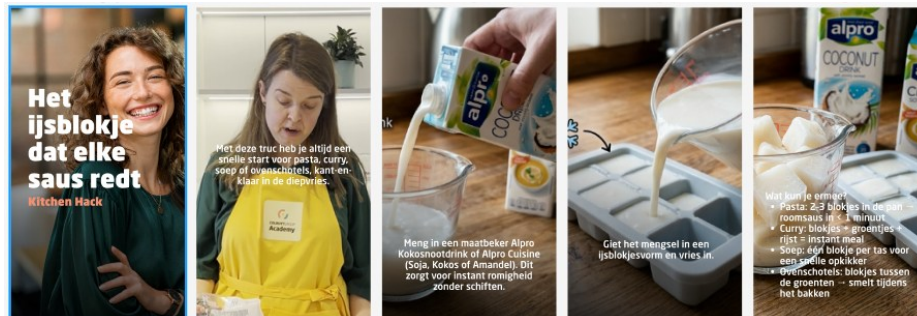
Structure

- Opening title card: mention of the hack + intended result
- Video: explanation and demonstration of the hack
- Closing title card: CGA Call to Action

Partner Integration Options

- Product shown on-screen and/or
- Subtle verbal reference by the presenter

Deadline: 2 months before live



Inspire post

Choice between 2 formats & Structure

Format Image

- **Number of visuals:** maximum 5
- **Fixed role per slide:**
 - **Slide 1:** Intro + format title
 - **Slide 2:** Tip 1
 - **Slide 3:** Tip 2
 - **Slide 4:** Tip 3
 - **Slide 5:** CTA + branding

Format Video

- An expert presents **3 relevant and well-substantiated tips** related to the theme and the key statement introduced upfront.
- The tips are **relevant for the viewer**.
- **No promotional tips**.
- The tips are **discussed and aligned in advance**.



Visuals

- **Resolution:** minimum 150 dpi
- **Content:**
 - Lifestyle or supporting image per slide, **or**
 - One continuous visual across multiple slides
 - Consistent style across all slides
 - **No text on the visuals**
 - **Packshots:** only integrated within a bol

Text & Content

- Text must be delivered as **editable copy** (Word or email)
- **Length guidelines:**
 - Titles: max. **45 characters**
 - Body text per visual: max. **230 characters**
- **Tone of voice:**
 - Informative and accessible
 - Non-medical / non-diagnostic
 - Expert-driven but approachable
 - Positive

Partner integration options

- Linked to an expert
- Reference to a product that aligns with the tip
- Product integration

04

Magazine 'Stay Inspired'

Advertising

Content inspiration

Exclusive discounts

Advertising



- 1/1 page
- Format: full bleed – H 270 mm x W 210 mm
- Delivery: PDF with crop marks
in both languages separately



- 2/1 page
- Format: full bleed – H 270 mm x W 420 mm
- Delivery: PDF with crop marks
in both languages separately

Deadline:

- May 2026 edition: 30/01/2026
- October 2026 edition: 10/07/2026
- February 2027 edition: 01/11/2026

Advertorial

Format in both languages separately:

- 1/1 page full bleed – H 270 mm x W 210 mm
- 2/1p full bleed - H 270 mm x B 420 mm

Title - intro:

- Title: ± 50 characters (including spaces)
- Intro: ± 250 characters (including spaces)

Body:

- Structure: X tips or questions and answers
 - Content-wise, you can take two approaches: either inspire readers through practical tips and tricks, or highlight a corporate initiative from the brand's perspective.
 - 1/1 page ± 1,200 characters (including spaces)
 - 2/1 page ± 3,300 characters (including spaces)

Quote:

- ± 90 characters (including spaces)

Image:

- Portrait of the interviewee with product(s) or brand visible if you bring a corporate story
- Images that visually reinforce the story
- Format: 300 DPI – JPG or PNG

Logo:

- 300 pixels, JPG or PNG format (with transparent background)

Deadline:

- May 2026 edition: 30/01/2026
- October 2026 edition: 10/07/2026
- February 2027 edition: 01/11/2026



Cooking inspiration

- **Delivery of recipee shot** in high res print quality
 - Food top shot
 - Drink front shot
- **Recipee-text** in both languages
- **Recipee and ingredient features:** focusing on health or convenience, according to the theme

Deadline:

- May 2026 edition: 30/01/2026
- October 2026 edition: 10/07/2026
- February 2027 edition: 01/11/2026

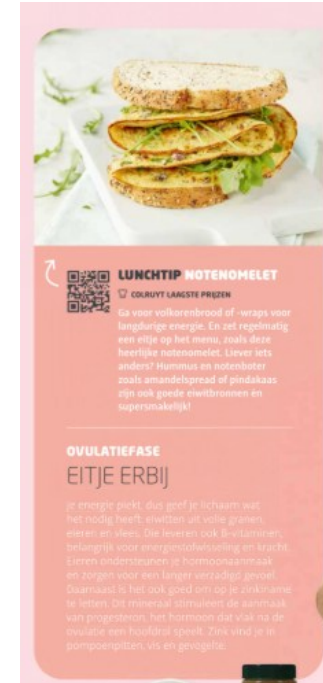


Product inspiration - recipe

- Delivery of packshot product
- Product features within the theme: Max. 245 characters (including spaces)

Deadline:

- May 2026 edition: 30/01/2026
- October 2026 edition: 10/07/2026
- February 2027 edition: 01/11/2026



Product inspiration - inspirational product

- Delivery of packshot product
- Product features within the theme: Max. 580 characters (including spaces)

Deadline:

- May 2026 edition: 30/01/2026
- October 2026 edition: 10/07/2026
- February 2027 edition: 01/11/2026



BONI
BIO QUINOA
TRICOLORI
AVICUCUHO

**QUINOA MET
GEGRILDE
GROENTEN EN
ZELFGEMAAKTE
FALAFEL**

**LUTEALE FASE
SCOREN
MET VOLKOREN**

COLRUYT LAAGSTE PRIJZEN

Je lichaam maakt progesteron aan ter voorbereiding op een mogelijke zwangerschap. Daait dit hormoon omdat er geen bevruchting plaatsvindt, dan kan je last krijgen van vervelende stemmingswisselingen of een opgeblazen gevoel. Met langzame koolhydraten uit volkoren brood, rijst, pasta en quinoa, zoete aardappel en peulvruchten houd je je bloedsuikerspiegel stabiel. Wist je dat kruisbloemige groenten zoals broccoli, bloemkool en spruitjes je lever een handje helpen om oestrogenen af te breken? Laat daarom cafeïne, alcohol, bewerkte voeding en suiker links liggen om je lever niet extra te belasten.

Product inspiration - Product suggestion

- Delivery of packshot product and brand & product name

Deadline:

- May 2026 edition: 30/01/2026
- October 2026 edition: 10/07/2026
- February 2027 edition: 01/11/2026



Get inspired insert

- **Delivery of packshot product**
- **Copy in both languages separately** : Title and content-driven, non-commercial body text where the brand can be mentioned in the text.

Deadline:

- May 2026 edition: 30/01/2026
- October 2026 edition: 10/07/2026
- February 2027 edition: 01/11/2026

GET INSPIRED

BLIJF GEMOTIVEERD MET HET JUISTE MATERIAAL

Boost je workout met deze sportieve tips van Nike. Lijptalendunt uta sam quia sequis sim luptatensunt. Uta sam quia sequis sim.

- ▶ Stel doelen. Geef je training richting voor motivatie
- ▶ Pak het samen aan. Profiteer van de energie van je sportbuddy
- ▶ Draag je beste gear. Investeer in goede schoenen en sportieve kleding



GET INSPIRED

WIST JE DAT... ..YOGHURT JE BOTTEN VERSTERKT

Joske Vermeulen, productmanager bij Danone legt uit: Otatus milis dolorem erped etur aut ratasim persolorum iumquo doluptatur as que odit faciderunt, ullabor eribus ditaectemos atem autempor pis eliquam renist.

- ▶ Godic tempos si, asin explab ipsam unt hiliquia derio.
- ▶ Bita vid exces excearum accupta santis eriosam, sa arumetus.
- ▶ Bita vid exces excearum accupta santis eriosam, sa arumetus.



Exclusive discount

Complete and submit the PSD template in both languages separately

LINK

Deadline:

- May 2026 edition: 30/01/2026
- October 2026 edition: 10/07/2026
- February 2027 edition: 01/11/2026



05

Academies

Goodiebags

Advertising

Goodiebag

VOUCHER

Complete and submit the PSD template in both languages

LINK

The action must be valid for at least 2 month after the season.

Deadline:

- Booklet 2 2026: October to march – delivery by June 2026
- Booklet 1 2027: April to september – delivery by Januari 2027



SAMPLING/GADGET/FLYER

Delivers the agreed quantities of sampling, gadget or flyer (maximum size = A5) on time to the following address:

*For the attention of Carla Blommaerts
Stropen Hall 1
Bilkensveld 9
1500 Halle
Quay 9 and 10*

The best-before date of the samples must be valid for at least one month after the season.

Deadline:

- Season 1: April to June - delivery by March 15, 2026
- Season 2: September to December - delivery by August 15, 2026
- Season 3: January to March - delivery by December 15, 2026

Goodiebag quantities per period

SAMPLING/GADGET/FLYER

	Season 1 April to June	Season 2 September to December	Season 3 January to March
Food goodiebag	11.600	14.750	8.800
Baby goodiebag	110	110	60
Kidsgoodiebag	8.184	6.536	4.256
Academy Talks goodiebag	1.250		

Digital Signage

- **Delivery MP4 file in both languages separately**
- **Dimensions DS:** horizontal 1920 x 1080
- **Duration:** minimum 5 seconds - maximum 10 seconds

- **Deadline:** 1 month before the live date



Poster

- **Dimensions:** Ready-to-use poster A3 in both languages separately
 - **Quantities:** 14 NL - 6 FR
- **Delivery to the following address:**
For the attention of Carla Blommaerts
Stroppen Hall 1
Bilkensveld 9
1500 Halle
Quay 9 and 10
- **Deadline:** 1 month before the live date





Thank you for delivering all the materials within the requested deadline, allowing us to deploy all planned media on time.

